

Pharma Sales Accelerator



AUDIENCE

The intended audience is all Pharma sales and account professionals.

A best practice is for managers of the salespeople to participate in the pre-meeting, and attend and coach during the program.

Transforming the Way Pharma Companies Sell

Program Benefits

The pharmaceutical world has seen massive changes in the last decade. Economic factors, regulatory reforms and structural imbalances have reduced the ability of pharmaceutical representatives to add value and build credibility in their interactions with Healthcare Professionals (HCPs). Now, in the wake of this change, Pharma companies are transforming the way they sell. Leading players are beginning to adopt business-to-business sales techniques that significantly alter the way pharma reps interact with HCPs in order to help HCPs achieve their desired patient outcomes.

Applying years of research and experience with leading pharma companies, BTS has developed the *Pharma Sales Accelerator*, a dynamic experiential-learning program designed to help salespeople implement this new approach to selling. Salespeople will focus on eight sales best practices:

- Learn the customer's whole practice point of view and what he/she values . . . rather than just focusing on the products
- Create a sales plan and work from it . . . rather than just reacting and responding to events
- Manage relationships, practices and accounts . . . rather than just managing each customer interaction
- Deeply explore HCP priorities, desired outcomes and individual interests through advanced questioning techniques . . . rather than just asking about product needs
- Bring new insights about the customer's prescribing cycle to each customer interaction . . . rather than just presenting information about the products
- Earn trust by partnering with the customer to achieve patient outcomes . . . rather than just trying to obtain loyalty by creating a social relationship
- Articulate the true value of your solutions . . . rather than focusing on access or competition
- Focus consistently on moving customers forward in their prescribing process . . . rather than just trying to close at the end of your sales cycle

Program Description

The *Pharma Sales Accelerator* improves customer understanding in the evolving market, accelerates application of best practices related to the sales process, and introduces high-impact sales questions that connect product and service needs to the customer's desired business results. Embracing the principles of both experiential and action-based learning, the three-day program begins with a series of map-based exercises and ends with a custom simulation. This comprehensive experience enables participants to better understand the changing marketplace and practice real-world decision making in a risk-free environment.

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Map-Based Exercises Set the Foundation

Map One: Selling in Today's Changing Marketplace

- Examine customer conversations today
- Understand how customer expectations for pharmaceutical salespeople have changed
- Introduce the evolution of sales in Pharma
- Assess performance against the eight sales best practices

Map Two: Plan Your Interactions

- Explore HCP trends/business priorities
- Identify phases of the HCP's prescribing cycle
- Identify what HCPs need at each phase of the prescribing cycle to move to a decision
- Align rep sales cycle with the HCP prescribing cycle

Map Three: Discover the Value of Your Interactions

- Enhance customer interactions by tying solutions to customer priorities
- Learn and apply the ROPE advanced questioning model to focus interactions on what HCPs care about
- Use high-impact questions to engage customers in a dialog

Map Four: Engage Your Customers

- Demonstrate expertise, experience or understanding of the HCP's practice in framing questions
- Plan future conversations by completing a Value Map, a method of focusing on the unique value each HCP can expect from using the product or service

Map Five: Advance the Prescribing Process

- Close at each phase of the HCP's prescribing cycle by satisfying customer needs and understanding risks
- Use sales best practices in Pharma to identify personal development needs



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A Customized Simulation Brings the Pieces Together

Now that participants have a deeper understanding of what's caused the immense changes in the marketplace and are armed with the knowledge and tools to transform their sales techniques, a customized business simulation brings the pieces together and reinforces key learnings. The business simulation allows teams to participate in a scenario that utilizes real-world competitive dynamics while providing instant feedback. Decisions made by one team have a direct impact on the other teams' results, creating an engaging and competitive environment. The blend of curriculum content and customized simulation offers participants a risk-free opportunity to test out a range of relevant strategies that drive selling decisions.

Implementation and Customization

To maximize relevance for the participants and speed application of the skills developed during the program, several elements of the Pharma Sales Accelerator are customized to the client's business and strategic priorities. Customization includes the sales cycle as well as examples of out-of-sync selling and buying cycles. The research packet used during the pre-call planning activity is tailored. A variety of practice cases are also customized. To achieve maximum impact, the recommended implementation process includes pre-work, a pre-meeting with managers, the workshop and rigorous post-program coaching.

BTS is the world leader in accelerating strategy execution, ensuring the client workforce is aligned, has the right mindset, and has mastered the capabilities needed to deliver superior execution. BTS leverages customized business simulations and targeted experiential learning initiatives to help clients achieve better results, faster.

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